



WPTV

ORDER

Print Date 01/02/13

Page 1 of 4

Flight Dates **09/07/12-09/23/12**

Contract / Revision **307874 /**
Original Date / Revision
 08/14/12 09/17/12
Advertiser **Bogdanoff / Republican / Se**

Agency **McLaughlin & Associates**

Buying Contact

**919 Prince Street
 Alexandria, VA 22314**

Product
Ellyn Bogdanoff Campaign

Agency Com 15%

Billing Contact

**919 Prince Street
 Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **370**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	79	\$32,916.25	\$38,725.00	0.00
Totals	79	\$32,916.25	\$38,725.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/23/12	79	\$32,916.25	\$38,725.00

Hiatus Dates: 09/11/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	09/07/12	09/07/12	M-F 6-7a M-F 6-7a	CM	6-7a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--					1	\$400.00		0.00			
N 2	WPTV	09/10/12	09/14/12	M-F 6-7a M-F 6-7a	CM	6-7a	1-111--	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-111--					4	\$450.00		0.00			
N 3	WPTV	09/17/12	09/23/12		CM	6-7a	111----	:30	3	\$725.00	P-1	0.00	NM	3	\$2,175.00



WPTV

Print Date: 01/02/13

Page 2 of 4

Contract / Revision **307874** Flight Dates **09/07/12-09/23/12**

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 08/14/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Bogdanoff / Republican / S** Product **Ellyn Bogdanoff Campaign** Estimate # **370**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6-7a M-F 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	111----					3	\$725.00		0.00			
N 4	WPTV	09/17/12	09/23/12	M-F 7-9a M-F 7-9a	CM	7-9a	1111---	:30	4	\$1,500.00	FX	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1111---					4	\$1,500.00		0.00			
N 5	WPTV	09/10/12	09/14/12	M-F 7-9a M-F 7-9a	CM	7-9a	1-211--	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-211--					5	\$750.00		0.00			
N 6	WPTV	09/07/12	09/07/12	M-F 7-9a M-F 7-9a	CM	7-9a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$400.00		0.00			
N 7	WPTV	09/17/12	09/23/12	M-F 9-10a M-F 9-10a	CM	9-10a	111----	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	111----					3	\$400.00		0.00			
N 8	WPTV	09/10/12	09/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	1-111--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-111--					4	\$400.00		0.00			
N 9	WPTV	09/07/12	09/07/12	M-F 9-10a M-F 9-10a	CM	9-10a	----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$400.00		0.00			
N 10	WPTV	09/17/12	09/23/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	1111---	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1111---					4	\$125.00		0.00			
N 11	WPTV	09/10/12	09/14/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	1-121--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-121--					5	\$125.00		0.00			
N 12	WPTV	09/07/12	09/07/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	----1--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$125.00		0.00			
N 13	WPTV	09/17/12	09/23/12	M-F 530-6p M-F 530-6p	CM	530-6p	1111---	:30	4	\$425.00	P-3	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	1111---					4	\$425.00		0.00			
N 14	WPTV	09/10/12	09/14/12	M-F 530-6p M-F 530-6p	CM	530-6p	2-111--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	2-111--					5	\$500.00		0.00			
N 15	WPTV	09/07/12	09/07/12	M-F 530-6p M-F 530-6p	CM	530-6p	----1--	:30	1	\$425.00	P-3	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$425.00		0.00			



WPTV

Print Date: 01/02/13

Page 3 of 4

Contract / Revision **307874** Flight Dates **09/07/12-09/23/12**

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 08/14/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Bogdanoff / Republican / S** Product **Ellyn Bogdanoff Campaign** Estimate # **370**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WPTV	09/07/12	09/07/12	M-F 530-6p M-F 530-6p	CM	530-6p	----1--	:30	1	\$425.00	P-3	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--					1	\$425.00		0.00			
N 16	WPTV	09/17/12	09/23/12	M-F 6-630p M-F 6-630p	CM	6-630p	1111---	:30	4	\$525.00	P-3	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1111---					4	\$525.00		0.00			
N 17	WPTV	09/10/12	09/14/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-112--	:30	5	\$525.00	P-3	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-112--					5	\$525.00		0.00			
N 18	WPTV	09/07/12	09/07/12	M-F 6-630p M-F 6-630p	CM	6-630p	----1--	:30	1	\$525.00	P-3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--					1	\$525.00		0.00			
N 19	WPTV	09/17/12	09/23/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1111---	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1111---					4	\$600.00		0.00			
N 20	WPTV	09/10/12	09/14/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1-211--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-211--					5	\$500.00		0.00			
N 21	WPTV	09/07/12	09/07/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	----1--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--					1	\$500.00		0.00			
N 22	WPTV	09/10/12	09/16/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$150.00		0.00			
N 23	WPTV	09/07/12	09/09/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$150.00		0.00			
N 24	WPTV	09/10/12	09/16/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$550.00		0.00			
N 25	WPTV	09/07/12	09/09/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$550.00		0.00			
N 26	WPTV	09/10/12	09/16/12	Su 10-1030a Su 10-1030a	CM	10-1030a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$200.00		0.00			
N 27	WPTV	09/07/12	09/09/12	Su 10-1030a Su 10-1030a	CM	10-1030a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WPTV

Print Date: 01/02/13

Page 4 of 4

Contract / Revision **307874** Flight Dates **09/07/12-09/23/12**

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 08/14/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Bogdanoff / Republican / S** Product **Ellyn Bogdanoff Campaign** Estimate # **370**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N27	WPTV	09/07/12	09/09/12	Su 10-1030a Su 10-1030a	CM	10-1030a	-----S	:30	1	\$200.00	P-3	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S	1		\$200.00		0.00					
N28	WPTV	09/10/12	09/16/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$300.00	P-3	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	-----S	1		\$300.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	09/10/12-09/16/12		Su 6p		6-630p	-----Su	:30		(\$300.00)		0.00 NM		
See MG 28.2,28.3														
[na]														
2	NPTV	09/23/12-09/23/12		Su 6-7a		6-7a	-----Su	:30		\$100.00		0.00 NM		
Ⓜ MG for 28.1 09/16														
3	NPTV	09/23/12-09/23/12		Su 10-1030a		10-1030a	-----Su	:30		\$200.00		0.00 NM		
Ⓜ MG for 28.1 09/16														
N29	WPTV	09/07/12	09/09/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$400.00	P-1	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S	1		\$400.00		0.00					
N30	WPTV	09/10/12	09/16/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$600.00	P-3	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	-----S	1		\$600.00		0.00					
N31	WPTV	09/07/12	09/09/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$600.00	P-3	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S	1		\$600.00		0.00					
N32	WPTV	09/12/12	09/14/12	M-F 7-730p M-F 7-730p	CM	7-730p	--WTF--	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	--WTF--	1		\$500.00		0.00					
N33	WPTV	09/12/12	09/14/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	--WTF--	:30	1	\$275.00	P-3	0.00 NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	--WTF--	1		\$275.00		0.00					
													Totals	79 \$38,725.00